

# TV TEACHERS | DEAF STUDENTS ARE INTERACTIVE P.3 | SURF THE NET P.7

## COLLEGE NEWS

MARCH 1995

GEORGE BROWN COLLEGE

VOLUME 12, NO. 7



**THIS ALUMINUM VEST**, which fastens at the back with industrial hardware will be in a runway show of work by Creative Fashion program students on April 28. The vest, here worn by student Bridgette Klink, was designed by Veronique Claassen. The fashion show is part of a weekend festival of the arts presented by George Brown's Faculty of Creative Work.

### Rubber on runway

GEORGE BROWN FASHION students will be *Unzipped*, *Unsnapped* and definitely *Unflapped* in an April 28 runway show.

Using everything from rubber and industrial hardware to flowing velvets, silks and chiffons, the students have created an eclectic, elegant and sometimes startling runway show, according to Faculty of Creative Work public relations co-ordinator Rosalie Starkey.

The show in the show, called *Unzipped*, *Unsnapped*, *Unflapped*, has been inspired by street fashion, techno-pop clubwear and period dress from the Middle Ages to the disco era, she says.

One dress is being made from clear plastic tubing while another reflects the sensibility of the medieval court.

The work of more than 80 young designers – graduating students from the college's Creative Fashion program – will hit the runway on April 28 at 8 p.m. in a special hour-long show at the Design Exchange at 234 Bay St. in downtown Toronto.

Tickets for the evening event are \$10, with all revenue going to Covenant House to help street kids. For reservations call 944-4725.

Seating at a 2 p.m. fashion show is being reserved for high school students and fashion industry people, says Starkey.

The fashion show is part of a weekend festival of arts by George Brown Faculty of Creative Work students at the Design Exchange April 27 to 30. The following events are free and open to the public:

- **Graphic Design Exhibition:** April 27 to 30, 10 a.m. to 5 p.m. daily.
- **School of Classical and Contemporary Dance End-of-Term Recital:** April 29, 2 p.m.
- **Putting it All Together:** A performance of song, dance, drama and fashion: April 30, 2 p.m.

No reservations are required for free events, but seating is limited. For information please call 944-4843.

### Tuition set to jump after feds cut cash to province

By Neil McGillivray

Paul Martin has shot a huge hole in George Brown's budget – and students are going to have to dig deep in their own wallets to help fill it in.

By cutting cash transfers to provinces in his Feb. 27 budget, the federal Minister of Finance has set the stage for dramatic increases in tuition fees at colleges like George Brown.

The cuts to Ontario of \$1.4 billion in the 1996/97 year translate into a shortfall of more than \$3 million for George Brown, according to president John Rankin.

The provincial government now has to decide how to share the pain.

While it could increase tuition to cover the whole federal budget cut or reduce core funding to colleges, it will probably choose a blend of the two, says Rankin, who is advising the Ministry of Education and Training on its budget response.

"I don't think it would be 100 per cent either way," he says.

Tuition at Ontario colleges – now at about \$1,100 a year for post-secondary programs – went up 10 per cent 1994 and will rise another 10 per cent this year.

The tuition increases resulting from the federal budget will be felt by people enrolling in programs and courses starting in September, 1996.

Tuition increases could be limited by provincial fears that huge increases will price a college education beyond the means of some people, Rankin says.

Whatever budget hole remains after more tuition is added will probably be eliminated with a reduction in spending at Ontario colleges – a move that could put some programs, services and jobs in jeopardy.

"It's massive", admits Rankin, "It's not fine-tuning."

George Brown has already squeezed \$15 million from its annual operating budget over the

past four years and could face additional financial restraint when the Ontario Social Contract comes to an end in 1996 and staff costs start to rise again.

Rankin says colleges will try to make the best of a bad situation.

"We'll try to influence the Minister to pass the cuts along in the least painful way."

One idea being discussed is upfront funding from the Ministry to allow colleges to increase efficiency and minimize the dislocation that could follow

the massive budget cuts.

People who liked Paul Martin's budget because it didn't increase income taxes may change their minds when the budget reductions start to filter through the system and affect health and community services as well as education, Rankin suggests.

"Everybody thought the budget was great because taxes didn't go up.... Very few of us will not be affected by the budget cuts," he says.



**ABORIGINAL COOKING PROGRAM** teacher David Wolfman, shown here working with student Paula Snache, has created a special apprenticeship cooking program that updates traditional aboriginal dishes.

### Aboriginal traditions revived in program

By Peter Vamos

George Brown is leading a national renaissance of aboriginal cuisine.

In February it launched a program to train aboriginal people to be cooks that can incorporate traditional ingredients and methods in the meals they create.

For some of the students, the program will revive traditions lost to urbanization and the dominance of mainstream Canadian culture.

Student Paula Snache's parents did not pass on these traditions to their children for fear such knowledge would only add to the bigotry they would endure. "They didn't want you to go through the prejudice and racism like they did," says Snache.

"But I teach these (traditions) to my children and they want to learn."

Now, in the 34-week Culinary Apprenticeship in Aboriginal

Continued on page 6

## HEARD IN THE HALLS

### How do you motivate yourself for studying?



"Food, and the fact that I'm paying for it, that makes me study.... You've got to snack while you study - just finger foods like popcorn. But the food doesn't motivate me, the fact that I'm paying does."

Kimberly Olmstead  
Nursing



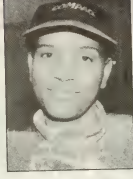
"What motivates me is to have a different life because I have a family and I want to make a better life for them. It's just to be somebody and realize my dreams, that's important in my life."

Luis Santander  
Child and Youth Worker



"I draw up a schedule for myself. I study for a few hours before I go to bed. I do a lot of work on the weekend.... When you go to bed, play back in your head what you learned that day.... You've got to have a schedule and be consistent."

Louis Awere  
Electronic Desktop Composition



"I work nights, so I study between three and four in the morning. So my job and paying off my tuition motivates me. My job will reimburse my tuition providing I get a minimum C average."

Adelle Ince  
Marketing

## 19 acclaimed to Student Association

ALL 19 CANDIDATES IN THE March 6 Student Association election have been acclaimed, and seven seats remain unfilled.

Chief returning officer Franky Chermín confirmed the acclamations on March 3. The new leaders will take office May 15.

Last year - under a new Student Association electoral system - there were 24 acclamations with an election in the School of Hospitality where five students vied for three seats.

Chermín says the fact that elections won't be held belies the reality that students are participat-

ing in government.

"It's not like we only had three, we had 19. In terms of student government that's a lot of people."

"The student body is represented. All divisions are represented.... We have also increased the numbers of mature students."

In fact, before a Feb. 21 SA election was cancelled by Chermín because of nomination irregularities, it looked like there were enough nominees to hold an election.

The Feb. 21 election was cancelled because a number of nomination forms came in late and

mid-year marks for some candidates could not be established, she says. SA nominees have to have a minimum 2.0 grade-point average or a C in order to run.

All candidates in the Feb. 21 election had to begin the nomination process from scratch, which meant collecting 25 signatures and meeting a new March 3 nomination deadline.

Elections were to have been held March 27 to 30.

The vacant spots will be filled by first year students in September, 1995.

## Meet the teachers' boss

By Neil McGillivray

The first time George Brown offered Maureen Callahan a job, she turned it down.

That was in 1974 when Callahan, now to Toronto, was weighing teaching job offers from both George Brown and Seneca.

She chose Seneca. Now, after 21 years with the North York college, she's been offered another chance to work at George Brown - this time as academic vice-president. And this time she's said yes.

"I'm delighted to be coming here," she says. "I just feels right."

In her new job the former teacher, who is now Seneca's executive dean for post-secondary programs, will be responsible for most of the programs and courses offered at George Brown.

She replaces Patricia Groves, who left the position after four years to become president of Canadore College in North Bay, Ontario in late 1994.

Callahan, who is expected to start at George Brown in April, was chosen for the job after a nation-wide search by a large committee with extensive staff and student representation.

It's a critical job at the college at a time when both constraints and demands on all colleges are increasing, Callahan says.

While governments are reducing financial support to colleges they are, at the same time, demanding more accountability from them and imposing a large number of new initiatives on them such as the movement towards a balanced curriculum that includes more general education and generic skill content in programs, she says.

Individual taxpayers and students - often one and the same - are also demanding that colleges become more accountable for what they offer the public, she says.

"The accountability movement is very strong," Callahan says.

Students should expect to be employable after graduation, but colleges have the responsibility to ensure that they have transferable skills that will allow them to meet changes in technology, workforce organization and even career direction years or decades after convocation.

"(Graduates) have to be able to move out of their field," she says.

The pressures are forcing colleges to become more creative and efficient in designing programs and ordering its operations, and new ways of thinking are needed, Callahan says.

"We need to focus less on teaching productivity and more on learning productivity," she says.

Callahan says the George Brown job represents the next natural step in a career that has

taken her from the classroom to the executive office.

After teaching for a couple of years, Callahan says she wanted to go beyond the challenges of the classroom and explore issues from a curriculum and program planning perspective.

While she continued teaching - an activity she only dropped completely in 1986 - she became a campus chair and continuing education co-ordinator of ESL starting in 1976.

But academics weren't Callahan's only interest and she added a number of part-time assign-

ments to her already full portfolio over the years. In 1979 she became Seneca's assistant director of staff relations and co-ordinator of affirmative action. In 1981 she became co-ordinator of staff training and development.

In 1983 Callahan took another step towards a higher level of academic leadership - becoming chair of ESL at Seneca's Glen Rush and Lawrence Campuses. In 1987, she branched out beyond the familiarity of ESL, becoming dean of the School of Communication, a post she held for five years.

Another shift came in 1992 when she became dean of applied science and technology - a job she held until 1993 when Seneca abolished the position of dean and had all chairs, who supervise a number of related programs, report directly to a vice president.

It was then - about 18 months ago - that Callahan started the job she currently holds. As executive dean she works closely with Seneca's academic vice-president in leading 21 chairs. "It's almost an apprenticeship role," she says.

Callahan's career in education began in 1966 when she taught high school English in her home town of Flint, Michigan for a couple of years after graduating from the University of Michigan with an honours degree in English Literature. After saving enough money, she travelled to Europe where she taught ESL at the University of Barcelona for three years.

She is currently working on a master's degree in community college education offered by Central Michigan University.



MAUREEN CALLAHAN is George Brown's new academic vice-president

FROM THE CHILLING BEST SELLER

Hitc Horison  
Was Pronounced Dead On Arrival.

After Two Hours,  
The Doctors Brought Him Back.

But He Didn't Come Back Alone.

# HIDEAWAY

TRISTAR PICTURES PRESENTS A S/O PRODUCTION A BRETT LEONARD FILM

"HIDEAWAY" JEFF GOLDBLUM CHRISTINE LATTI "THE TREVOR JONES

STORY BY DEAN R. KOHNZ DIRECTED BY ANDREW KEVIN WALKER AND NEAL JIMENEZ

PRODUCED BY JERRY BRONFMAN AGATHA HANZAROWSKI GIMEL EVERETT

CASTING BY BRETT LEONARD

PRODUCTION DESIGNER ALAN SILVERMAN

EDITED BY BRETT LEONARD

EXECUTIVE PRODUCERS

SUBJECT TO CLASSIFICATION

RELEASED THROUGH COLUMBIA TRI-STAR FILMS OF CANADA

## AT THEATRES SOON



## NEWS SHORTS

### ST. JAMES RENOVATION DESIGNS TO BE SHOWN AT PUBLIC MEETINGS

Students and staff will have an opportunity to study and comment on the proposed designs for the first floor renovations of the main St. James Campus building in public meetings in late March or early April. Project manager Richard Rosen, who is also acting director of information systems, says the basic plan for the \$2.5-million renovation will be presented along with some alternative designs for some areas. Construction work on the government-funded project is slated to start in May, 1995.

### STUDENTS, SUPPORT STAFF TO ELECT BOARD REPS APRIL 27

Students and support staff will have an opportunity to choose representatives for George Brown's Board of Governors in an election on April 27, 1995. All students are eligible to run for a one-year term starting Sept. 1995. All support staff are eligible to run for a three-year term starting Sept. 1995. Current student representative is Tim Kemp, who is also president of the Student Association. Current support staff rep is Wayne Chan of the Information Systems Department. The Board meets monthly between September and June, and members also sit on one standing committee which also meets monthly. Nominations for student and support staff reps open on March 20 and close on April 3. Nomination forms are available from all campus managers' offices. An advance poll will be held on April 19.

### FAREWELL KENSINGTON PARTY PLANNED FOR APRIL 21

A gathering of former staff and students will pay tribute and say farewell to Kensington Campus on April 21. The party will be held from 2 to 11 p.m. with a closing ceremony between 4 and 4:30 p.m. Organizers are still working out the details, but there will likely be music and dancing, finger foods, a cash bar and a D.J. or a band, with a cover of \$7 to pay for expenses. The event will be held in the Kensington gym (21 Nassau Street) with a casual drop-in from 2 to 4 p.m., closing ceremony 4 to 4:30 p.m. and dancing till 11 p.m.

### ALUMNI ROUND UP: FIRST EVENT SLATED FOR MARCH 14, NEW CHAPTER FORMED, LOGO CHOSEN

About 30 people have registered to attend the George Brown Alumni Association's first event, a day-long job-search seminar called *Setting Yourself Up for Success* on March 14. Alumni co-ordinator Mary Kennard says 1994 college graduates and graduating students have been invited to the event, which costs \$20. The first graduates of George Brown Career and Work Counselor program have formed a chapter of the Alumni Association. Chapter president Rosemary McDonald says the group is working on its mission statement. "We're hoping to do professional development and fundraising." The Alumni Association has a new logo, chosen from among entries in a student design competition. The winning design is by third-year Graphic Design student Bev Hogue of Hamilton.



**GRAPHIC DESIGN STUDENT** Bev Hogue shows off her winning entry in a student competition to design a logo for the George Brown Alumni Association.

### JERRY GOODIS TO SPEAK AT ENTREPRENEURSHIP BREAKFAST ON MARCH 31

Canadian marketing and advertising guru Jerry Goodis is the keynote speaker at a breakfast meeting for budding entrepreneurs on March 31. The meeting will feature a buffet breakfast at Siegfried's Dining Room in George Brown's Hospitality Centre (300 Adelaide St. E.) followed by Goodis' presentation on low cost marketing for small business. The meeting costs \$10 (\$5 for students). Register by March 20 by calling Dawn at (416) 867-2130.

## CRUISE JOBS

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**SKIER BRINGS HOME GOLD** - George Brown's Mitch McDermid displays winning form at the Ontario College Athletic Association skiing championships held at Georgian Peaks in mid-February. McDermid walked away from the two-day event with a gold medal in slalom racing, a silver in the giant slalom and a gold in the overall awards. McDermid's performance gives George Brown its first medals of the season in Ontario athletic competition.

## College, Bell to train TV teachers

By Nell McGillivray

George Brown is poised to create a new generation of TV teachers.

So forget about those talking heads on Sunrise Semester and all the films and videos you've ever seen: these are TV teachers for the '90s.

You'll still watch them on a TV monitor, but they're fully interactive. Ask a question and they'll answer, maybe even drawing a sketch to illustrate their point on a desk pad that you can also see on the screen. They can also direct your attention to a computer where you can watch a CD-ROM or computer program or diagram.

George Brown's new generation of TV teachers could be in the next room or they could be around the world. You could meet them in college, university or even at work, where they'll keep you up to date with the latest developments in your field. They may be talking to you along with a handful of people in one place or to thousands of people around the world in hundreds of different locations.

How do you create a TV teacher?

First, you start with a regular teacher or private sector trainer or even an expert in a particular field. Then you put them through a rigorous training program that teaches them how to make the most of their new, interactive teaching environment - how to use the vast range of audio-visual tools available to them, how to pace and order their material to keep student interest, and how to develop a close student/teacher relationship with people they may never meet face to face.

This is the type of training that George Brown will be offering when the Bell Centre for Distance Education at George Brown College opens at Casa Loma Campus in June, 1995.

As the result of an innovative partnership between Bell Canada, George Brown and Oklahoma State University (OSU), the centre

will be the largest and best equipped of its kind in Canada. It will have \$500,000 of the latest studio and transmission equipment, and will offer the unique teletraining curriculum developed at OSU.

The centre, which will probably use space now used as a staff lounge, creates the potential for a national profile for the college in training teachers to use distance education.

"We have the opportunity to become leaders in an emerging technology in Canada," says Richard Rosen, George Brown's acting director of Information Systems and chief architect of the partnership. "We can become the distance education trainer in Canada."

Initially, all the students in the centre will be Bell clients being

trained by Bell staff, but George Brown staff may take over once they become certified teletraining instructors.

An initial group of 12 George Brown staff will be sent to OSU for an intensive two-week training course in the coming months.

Bell will pay George Brown a portion of the tuition paid by each of their students who use the centre - which will be enough money to pay for construction of the centre and training staff in the first year, Rosen says.

When Bell isn't using the centre it can be used by George Brown to offer distance education programs. Staff in virtually all academic areas of the college are now developing programs that could be offered, including upgrading the skills of dentists and bartenders.

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**TERRY DANCE-BENICK**, who led George Brown to national prominence for its access and upgrading programs over the last decade, shares some of her values and wishes for the college before leaving to take a new job as vice-president of Sir Sandford Fleming College in Peterborough.

## Access dean: Here are my personal values

AFTER 10 YEARS WITH George Brown, the last six as dean of the Faculty of Access and Preparatory Studies, Terry Dance-Bennick is leaving George Brown to become academic vice-president at Sir Sandford Fleming College in Peterborough.

Speakers at a farewell party on March 3 said Dance was influential in shaping and defining George Brown in her tenure with the college. "George Brown is a much stronger, balanced and accessible institution because of the work you have done," said Access and External Relations Vice-President Bob Struthers.

Dance responded to the praise by thanking the speakers and her colleagues at the college, and offered the following list of what she called personal values and a wish list for George Brown's leaders.

"I'd like to share with you 10 personal values I've learned to

uphold through my work with all of you. I'll spare you the heavy political analysis of the Access Division. I did that two days ago with the whole division!

As dean of the Access Division and the former chair of Community Outreach, I've learned that:

- 1) **I am not alone.** I'm only one actor among many in this college and can do nothing without others. I may have a fancy title like Dean Dance, but genuine power rests in the ability to empower others.
- 2) **We are not alone.** No division exists unto itself. No college exists unto itself. Self interest is real, but it can be surpassed.
- 3) **There is no "right way," no single truth.** No one can predict the future and there is a myriad of paths. Wisdom consists in choosing the right path for a particular moment.

4) **Human beings come before things.** William Blake once cautioned that "Things are in the saddle and ride mankind!" So I try to remember that academic goals, student outcomes and even college overhead are secondary to people.

5) **To educate is to draw out, not pump in:** to empower, not foster dependency. To educate is to do more than train.

6) **Serve others in small and large ways.** The smallest charitable action will not be forgotten.

7) **Power, fame and money are not ends in themselves and can indeed seduce even an honest person.** "Watch out!" is my motto, especially as I rise up to the next level in college administration!

8) **Work has beauty and meaning** — if the people who perform the work are valued and treated with dignity.

9) **Faith in our personal and collective future is an act of free will and courage.** Cynicism is cowardice. But no one can be forced to change.

10) **It is better to sail the sea than to watch with fearful longing from the shore.** Fear is the great immobilizer.

My wishes that as college leaders you will:

- 1) Empower staff and students more than ever;
- 2) unite the college behind a realistic implementation strategy for the Academic Plan;
- 3) renew retrain staff;
- 4) focus your energies on strategic initiatives and let go of lost causes;
- 5) serve learners clients and promote better customer service;
- 6) partner with more external organizations including community-based agencies, employers, labour and other educational institutions."

## Degree Deals

**To the Editor:**

*Re: Want a degree fast? Go south (February, 1995).*

It was with some interest that I read about the agreements that have been struck between GBC and other various universities in the United States and Canada which allow graduates to continue their education.

I applaud these efforts.

It caught my eye when I read: "The best credit transfer deal is for graduates of George Brown's Printing Technology program." In reading about the "deal" that you go on to describe, I have my doubts about this being the *best* deal. I would like to alert you to the fact that graduates from the Child and Youth Worker program are able to, upon acceptance, directly enter the third year of a four-year bachelor of arts program in Child and Youth Care at the University of Victoria as well as at Ryerson University. These are Canadian universities.

We did have one student who gained entry into the fourth year of a four-year B.A. program at the University of Pittsburgh. The one year came at the expense of having to pay the higher cost of the program.

I thought it was important to let you know that what you define as a best deal may not be. On the other hand, it may also be based on incomplete research.

Tim Klassen, Co-ordinator, Child and Youth Worker Program  
(Editor's note: Research for the credit transfer guide was done by the Ministry of Education and Training, which surveyed colleges and universities about the formal arrangements that exist between institutions. I'm sure that many George Brown graduates have been able to cut their own individual transfer deals with many institutions outside of the formal arrangements.)

## Romance

**To the Editor:**

I was surprised to learn in your February issue that George Brown is supporting, through a series of continuing education classes, the romance novel industry.

On the surface it would seem that this is a perfectly appropriate activity for a progressive institution like George Brown to engage in. As your article pointed out, people can make their living writing romances, and I'm sure that publishing, printing, distributing and selling them also creates lots of jobs.

But what about the content of the novels themselves and their long-term insidious effects on the minds of people — mostly women who consume them at such a great rate. Do they encourage people to think in stereotypical ways about women, men and the relationships between the two? Are the "encoded symbols and myths" in these books appropriate material for the roles and opportunities for women in our time.

While romance novels may be shrouded in the sanctity bow afforded virtually all activities that women engage in, it may be possible to think more clearly about the ethics of teaching this genre of fiction by reversing the sex. Would the college offer courses in traditional male fictional genres like war, martial arts or even male heterosexual erotica? I doubt it. But these types of books, like

## LETTERS

romances, offer an escape from the everyday, an idealized reality, stereotypical sex roles and very particular ideas about the relationships between men and women.

If we accept, as many people do, that the ideas in male genres can work their way into the minds of readers who are then more likely to shoot someone, engage in fights, bully or coax their partners into particular roles in and out of the bedroom, then wouldn't the same be true of romances. If the same standards that are applied to the male genre fiction are applied to romances, then the college would not touch them — let alone teach them — with a ten-foot pole.

(Name withheld on request)  
St. James Campus.

## Thanks

**To the Editor:**

Please pass this message along to all staff in Student Affairs, the Student Association and all my friends at George Brown College: Your kind thoughts and sympathy have been greatly appreciated and have been gratefully acknowledged. My mother Phyllis and I thank you for the flowers and the donations that were made to the Victorian Order of Nurses on behalf of my father.

Kathy Kendal,  
Student Affairs

## HERE'S HOW TO HAVE YOUR SAY!

City College News wants you to have your say! If you're concerned about a topic, event or issue that you think will be of interest to students and staff at George Brown — put it down on paper. Write a letter or an article, or just suggest a story idea to us. Here's how you do it.

1. Make sure your submission is legible (it can be typed or handwritten), keeps to the point and is brief. If it's too long we may edit it for length as well as for grammar and spelling.

2. Sign your submission and include your full name, telephone number, address and some indication of your affiliation with the college (i.e., course name, job, etc.).

3. You may request that your name be withheld from publication. We will respect your request if you provide us with a reason.

4. We welcome anonymous story suggestions, news tips or other material; however, as in all cases above, City College News staff and its editorial board will make decisions about what will be published.

5. Keep a copy of what you send to us. We will not return unsolicited material, including photographs, unless we are provided with a stamped, self-addressed envelope.

6. Drop off your submission in a sealed envelope at the mail slot in the information centres in the front lobby of 200 King St. E. at St. James Campus or the third floor entrance of 160 Kendal Ave. at Casa Loma, or send it by Canada Post or internal college mail to:

**Editor, City College News, Marketing Services Department, 200 King St. E., Room 542E, George Brown College, Toronto, Ont. M5A 3W8 or fax it to (416) 867-2303.**

The deadline for submissions and letters for our April 1995 issue is Wednesday March 20.

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## CITY COLLEGE NEWS

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**GEORGE BROWN**  
THE CITY COLLEGE



# Step two: Build a network

By Peter Vamos

Finding a job in 1995 almost always requires networking — using the people you know and meet to help guide you to a job opening.

It's called a network because each one of your family members, friends and acquaintances knows a different group of people that could lead to new contacts and potential employers.

## But how do you start networking?

"The best place to start is to look at your own network," says Bruce Schumacher of George Brown's Career Development Centre.

"Most people don't sit down, put themselves in the middle and say to themselves, 'Who is everybody I know? All my relatives, family, friends, neighbours?'"

As an initial step, let all those people in your own network know what type of job you're looking for and find out if they know anybody in the field or a related field.

Then you can use your Uncle Morty, for instance, as a way to find other contacts. Once you do sense a useful contact, use your connection to arrange a brief meeting, says Schumacher. Don't ask for a job directly, but gather all the information you can about your field and see if your new contact can pass you on to somebody else who might have work for you.

The key to networking is not asking everyone if they have work for you. Good networkers are more subtle. You should be looking for information and the names of other contacts. You can learn a lot about the industry from these people in preparation for when you finally sit down for a job interview.

At this point you are entering what is commonly called the hidden job market.

The fact is most jobs are no longer posted or found in the want-ads of local papers. They're usually found through word of mouth, networking and library research, experts say.

And although these jobs aren't as evident, for those with the right approach there is still work to be had, says Greg Morrow, an instructor in George Brown's Career and Work Counsellor program.

"There are jobs out there — you have to look for them," he told a recent job search workshop. "That's what I teach my clients:

that you have to fish for them."

Once you've made contact with potential employers through networking, you can tailor your resume and covering letter and send them off.

A resume should be a follow-up paper, says Morrow. Employers should already know who you are by the time they get your resume.

The library is an important stop on your tour of the hidden job market. It's full of useful information about companies — particularly in the professional directories.

Schumacher suggests finding the names of small companies with 60 or fewer employees, this is where most positions are being found. Large companies such as IBM and the Royal Bank are all restructuring and letting people go.

Demonstrate flexibility when you contact these potential employers, he says. "The more you can demonstrate the variety of skills you have, the more likely an employer's going to look at you and say, 'Well, there are a number of things you could be doing for us'"

People in network mode should also join professional associations related to their fields (Check your library for the *Directory of Associations*) and show up at meetings ready to meet and mingle, says Schumacher.

"It's a great way to get one room full of a whole bunch of people that are in your field. And you can really work that room."

"Make up your own business card with your telephone number... (and) be able to say to people, 'Can I come out and talk with you about your field and about your organization?' Before you even start asking them for a job you can just ask to meet with them."

Another approach to networking is cold-calling. Try going through the yellow pages, looking for companies connected to your field. You may even want to try and contact the president of the company directly.

"Start at the top. It's amazing how many people don't do that," says Schumacher. "If you do get a meeting with the president, or the head, you've got a good chance of getting something out of it. So why not start up there instead of end up dealing with the receptionist."

Then if the boss tells you to call someone else, you can say, "Well, the president said to call

## Job seeker says "Take a card"

ANNE MCFADDEN WANTS a job and she'll battle the harsh winds of winter to get one.

McFadden, as a client of George Brown's Job Finding Club, has been working on innovative job-search strategies to get her back to work.

She knows of one former Job Finding Club client who had 1,000 business-style calling cards made up and handed them out during rush hour on the corner of Yonge and Bloor Streets. He got three interviews and a job offer.

Now McFadden says she might just try her hand.

"You have to market yourself," she says. "I've taken many a flyer from a politician at a subway stop or on the street corner, so I'm not shy in any way about handing out a business card and asking that person for their support in helping me locate a job."

The business cards were developed by the Job Finding Club as part of an overall job-search strategy. Clients have calling cards made up that provide their name, telephone number, the kind of job they are seeking and a brief outline of work-related experience. The Club, which is more like a small job-search program, helps trained and experienced people back into the workforce by promoting creativity in looking for work, says instructor Marilou Martin.

One client who was interested in television work went into a network office with her resume attached to a helium balloon.



**LET ME GIVE YOU MY CARD!** Anne McFadden (right) of George Brown's Job Finding Club offers a specially designed card to someone she meets on the street. The card lists McFadden's job goals and a mini-resume as well as her phone number and address. The cards, which one person handed out at Yonge and Bloor, have helped some people land jobs.

Everyone has 200 calling cards made up for networking. These are attached to resumes, posted on bulletin boards or handed to people in the same way professionals hand out their business cards.

McFadden worked for one company for 30 years as a senior customer service representative but got laid off after the

company was sold.

She's upgraded her computer skills now and is ready to get back to work.

"I'm hoping to get into senior administration because I feel that I'm a very good organizer. I'm a detail person."

Now she's got a new set of tools that might just get her there.

you?" You can get the names of presidents from the directories at the library as well.

Avoid human resources people. Experts say find the managers and the decision-makers.

Schumacher also suggests calling before or after working hours. Hard working managers often keep long hours and you may get lucky calling after 5 p.m. or before 9 a.m. when the receptionist is not there and the boss picks up the phone.

Successful networks have also been known to join volunteer organizations or help out during election campaigns. You can meet all kinds of people and it looks great on your resume. It also involves you in something personally fulfilling to help you get through the tough months of

looking for work.

It's a good idea to keep a journal of your job search and after a month start contacting again all those you consider potential employers. Things may have changed.

"People like somebody who's got persistence, is on top of things, and remembers names and follows through," says Schumacher.

Finally, if you're looking for a job there's one word you should get used to hearing over and over again: no.

An active, energetic job searcher will likely hear "no" more than any other single word through the months of hunting, say college job hunting experts.

Rejection is never easy to take and a good job searcher

requires an extra thick skin, says Schumacher.

"I think the reality is you do have to deal with a lot of rejection in a job search. That's the nature of it," he says.

"I do a job search workshop... and I tell people to write 'no' 50 times. How does that feel? Well that's kind of like the job search."

Looking for work is often extremely difficult and requires months of persistence and maintaining a positive attitude when your progress is limited.

It's a process not unlike a football game. In the end zone a job awaits and each rejection is like getting tackled. The best players have the ability to quickly pick themselves up and get ready for the next play, giving their best each time.

## NEXT MONTH: INTERVIEWS

# Aboriginal cuisine

Continued from page 1

Cuisine program, a new generation is discovering the flavours of the past. But the food they're learning to make is both traditional and updated for contemporary tastes.

Buffalo terrine, pan fried medallions of venison in a blueberry onion confite, Ojibway fried bannock, Saskatoon-style wild rice and Wigwag Dessert are just some of the dishes that students will learn to create.

The program, which incorporates training in European-based cooking as well as aboriginal dishes, will teach students to add a modern international twist to traditional foods, says teacher David Wolfman, a descendant of the Thompson Indian band in Lillooet, B.C. in the Fraser River Valley.

"What I've done is taken the traditional foods and brought them up to an international,

haute-cuisine level."

The program, made up of urban, First Nations' people, is one of the first of its kind in Canada.

Wolfman, trained as a chef at George Brown in the late 1970s, has been running his own successful catering business specializing in aboriginal cuisine since 1992. Prior to that he spent eight years as a head chef with Marriott Management Services.

He also captained Canada's first ever Aboriginal Culinary Team in the 1992 International Culinary Arts Olympics in Frankfurt, Germany that won seven gold, two silver and two

bronze medals.

Speaking from experience, Wolfman says the 27 students in the Aboriginal Cuisine program will have an advantage in the job market because they will be trained in creating mainstream international dishes "plus they'll know how to do terrine of venison or buffalo, or medallions of venison or buffalo, and work with different game products and different meats.

"They have a lot of knowledge, so they carry with them an extra asset other than the traditional (mainstream methods). There's definitely a demand out there for that."

More and more restaurants are

offering native dishes on their menus or featuring them as specials, Wolfman says.

"Ultimately, training and hiring these graduates will enhance the variety of any hotel, club or restaurant menu or cuisine and let those industry locations move toward a truer representation of the community they serve," he says.

Even the ingredients for traditional aboriginal food are becoming more widely available in Toronto. Several specialty butchers carry venison (deer meat) and fresh buffalo meat, from buffalo farms in western Canada, became available for the first time in the past year.

Wolfman has spent years speaking with native elders, gathering and refining traditional native recipes from across North America.

The program will draw from these cross-continental traditions, he says, such as West coast salmon and mountain goat, plains buffalo, and arctic caribou and bison from Northern Canada.

"On the East Coast they ate a lot of shell fish and (had) clam bakes and that type of thing. One of the original recipes that I got from them was that they'd heat up a stone and then move the stone underground, put some dirt around the edges and do the clam bake right on it and put some seaweed underneath to keep it moist.

"Basically they were steaming their clams or mussels just like they do now. Just add shallots, for instance, but it's the same."

The program was launched Feb. 13 with a 10-course dinner of traditional native dishes, Native crafts' displays and drummers.

## Buffalo Terrine

This dish was created by aboriginal cooking program teacher David Wolfman.

### Ingredients:

- 10 oz. diced venison\*
- 10 oz. ground buffalo\*
- 10 oz. coarse ground pork
- 4 oz. diced pork fat
- 3 egg whites
- 2 oz. chopped pistachios
- fresh rosemary leaves
- ground peppercorns
- 1½ lb. back fat or thinly sliced bacon
- 1 oz. Brandy
- 1 oz. Pernod
- 2 oz. finely diced shallots
- 1 clove of garlic - crushed
- 2 oz. whipping cream
- salt
- nutmeg

### Method:

Blend venison, buffalo and pork together until smooth. Add egg whites, whipping cream, pistachios and seasoning. Fold in liqueur and remaining ingredients. Line terrine mould with back fat ensuring that there are one inch flaps overhanging.

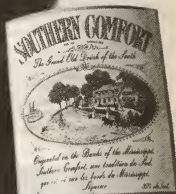
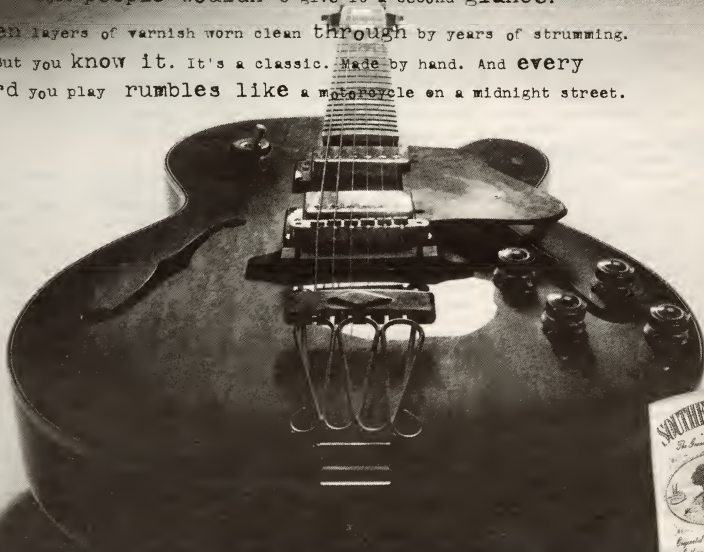
Fill mould with meat mixture, making sure that there are no air pockets by tapping the edges of the mould. Leave one inch at the top of the mould. Do not over fill. Fold flaps over onto meat mixture and cover with a final layer of back fat. Make sure that there is no mixture exposed and cover the terrine mould with thin foil. Place mould in a larger pot filled with

water and place in preheated 325°F oven to poach for approximately 1½ hours. Remove foil and bake for another 20 minutes. (If checking internal temperature with a meat thermometer, a minimum of 165°F should be reached.) Let stand for one hour and then refrigerate overnight. To remove terrine from mould simply let stand in warm water for 15 seconds and turn onto serving dish.

\*Venison and buffalo meat is available from:  
The Butchers Shop (234-2290) and  
J.J. Demott Meats (259-4201)  
Advance orders are required.



Most people wouldn't give it a second glance.  
Seven layers of varnish worn clean through by years of strumming.  
But you know it. It's a classic. Made by hand. And every  
chord you play rumbles like a motorcycle on a midnight street.



Get in' South Tonight?





**DRUMMING IN PROGRAM** - Aboriginal drummers filled the atrium of the Hospitality Centre with traditional rhythms for the launch of the aboriginal cooking program in mid-February. A gala dinner, featuring traditional aboriginal dishes, was also held to celebrate the start of the unique program.

## Diversity Week was diverse

By Grace Jell

Diversity Week at George Brown proved beyond a doubt that the college is diverse.

While some events held during the week of Feb. 27 to March 3 were runaway successes - such as the Foods of the World lunch - others were poorly attended, and most students and staff paid little attention to Diversity Week.

That apathy and a dearth of student and staff volunteers are making organizers rethink the week.

It may be more effective to hold events at various times during the year rather than holding all events in one week, says organizer Chandra Corriveau.

A week-long event "makes it look like (the college) is only paying lip-service to what is an integral part of the college community," she says.

"The small organizing committee had hoped to move

beyond the solemnity and 'political correctness' sometimes attached to diversity and celebrate differences among students and staff in ways that were fun," Corriveau says.

Musicians were hired to play music from different cultures and students and staff were invited to put their own stamp on the week by wearing traditional costumes. Politically correct nursery rhymes were sent to staff.

Committee member Shane Carmichael, a graduate of George Brown's Sport and Event Marketing program who was hired to promote Diversity Week, sees value in developing new events.

"The opportunities are there to roll morale and diversity issues together to improve the college environment," he says. "Diversity Week at George Brown is a huge asset for the college."

## STAFF CHANGES

The Human Resources Department reports the following staff changes:

Faculty appointments include: **Dave Chalmers**, **Andrew Groen** and **John Valleau** to the Faculty of Science and Technology at Casa Loma; **Debbie Daniels** to Health Sciences at Casa Loma; **Caterina Rotatore** to Liberal Arts and Science at St. James; and **David Wolfman** to Hospitality.

New support staff appointments include: **Gregory Hunt** to Finance at 500 MacPherson Ave.; **Lynne Keane** to the Deaf Education Centre at St. James; **Stuart MacKellar** to Graphic Arts at St. James; **Steve Naylor** to jobs Ontario, 145 Front St. E.; and **Leah Yuyutong** to Fashion District Child Care Centre at 511 Richmond St. W.

Internal transfers include:

**Beverly Drummond**, who moves from the Registrar's office to TESU Administration at 146 Kendal; **Glynis Evans**, who

joins Library Services at Casa Loma; **Gordon Glen**, from Construction Trades to Upgrading at St. James; **Marjorie McCollm**, from Community Services to the Ministry of Education and Training (secondment); **Layne Mellanby**, from Community Services to Counselling at Nightingale; **Christine Parsonage**, from Ontario Skills Development to Human Resources; **Susan Rudin**, from Community Outreach to Health Sciences; and **Hilde Zimmer**, from Excellence Facilitator to the President's Office.

Name changes: **Denise Pire** of the Ontario Skills Development Office is now **D.M. Monique Pire**.

Retiring from the college is **Giuseppe Cuoppolo** from career-taking after 17 years.

Leaving the college are **Jill Chalmers**, **Belina Gelman**, **Danny Manis**, **Brian Nicholson** and **Edward Nott**.

# Deaf students to explore Internet

CYBERSPACE IS A GREAT equalizer for Deaf people. It's a world in which people communicate by reading and writing - where no one is left out of a conversation because he or she cannot hear.

Lord Ashley, a British politician who became deaf several years ago, says the Internet can revolutionize the lives of Deaf people, creating rich new avenues for work, recreation and socializing.

"The Internet given to young Deaf people is an investment in the future," he said at the Feb. 14 opening of a George Brown computer lab where Deaf students will soon start learning the complex computer pathways of the Internet.

The Internet is a vast worldwide network of computers that allows instant global communication between millions of individuals as well as access to information and group discussions about a wide range of topics. Although technological advances may one day make sound and verbal communication a common Internet feature, it is now a predominantly silent medium that usually involves typing messages on computer keyboards and reading messages or seeing images on computer screens.

"Through the Internet people

can access all kinds of education," says Norma Jean Taylor, chair of the college's Deaf Education Centre, through an interpreter.

Deaf MPP Gary Malkowski said at the opening that computer networks can connect Deaf people with the rest of the world in new ways.

"This will be a bridge to bring everyone together. Everyone is able to participate on an equal footing."

Using computers and equipment donated by the Bank of Montreal, and with the support of the federal government and the George Brown College Foundation, Deaf students will use the lab to connect with other hearing and Deaf people across Canada and around the world. They'll also learn computer skills such as word processing that will allow them to find work after college.

George Brown offers the largest and most comprehensive array of programs and courses for Deaf people of any post-secondary institution in Ontario. Supported by Deaf teachers, interpreters and computer notetakers, more than 200 students pursue everything from evening academic upgrading courses to three-year career programs.

Deaf students will be among the first at George Brown to get

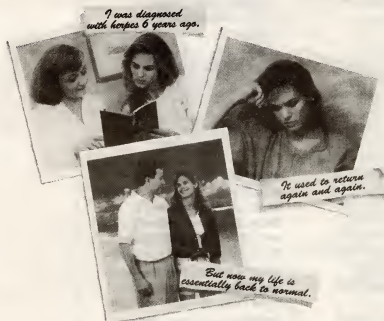


**GEORGE BROWN UNITED** all of the deaf politicians in the world - Britain's Lord Ashley (above) and Ontario MPP Gary Malkowski - for the opening of a new Deaf Education Centre computer lab at St. James Campus in February. Both Lord Ashley and Malkowski spoke about the importance of computer networks for deaf people.

Internet access and training through the college. While a George Brown electronic network - which provides Internet access - is slowing being introduced to staff, the college currently provides no regular Internet training or access for students.

That may change in the coming year as the college installs Internet connections on some computers in classrooms, and the college and Student Association work out arrangements to create Internet addresses for students.

## You can take control of genital herpes



## ...and your life

Coping with recurrent symptoms such as itching or burning pain, tingling, sores, or even localized redness in or near the genital area has never been easy. Add to this the emotional impact of guilt, resentment, depression... a disruption of daily life.

Advances in medical research now enable you to do something about genital herpes outbreaks. A greater understanding of genital herpes - plus the

availability of affordable treatments, and counselling - can help you get your life essentially back to normal and potentially keep outbreaks out of the picture for years.

To confidentially learn more about reducing the severity and frequency of genital herpes outbreaks, and minimizing the risk of transmission through safe sex guidelines, contact the National Herpes Hotline.

**CALL 1-800-HSV-FACS**  
1-800-478-3227

And consult your physician

# MARCH EVENTS

**13** HOLIDAYS AND COLLEGE CLOSINGS: – **Reading Week** begins

**15** SPORTS AND RECREATION: – **Men's Varsity Basketball C.C.A.A. Championships** at Nova Scotia. (To March 18)

– **Women's Varsity Basketball C.C.A.A. Championships** at Nova Scotia. (To March 18)

RELIGIOUS HOLIDAYS AND OBSERVANCES: – **Buddha's Death (Para Nirvana)**, Buddhism

**16** ENTERTAINMENT: – **Camp Zu Pub**, St. James campus, 2-7 p.m. in the student lounge.

RELIGIOUS HOLIDAYS AND OBSERVANCES: – **Purim**, Judaism

– **Ghambar Hamaspathmaendm begins**, Zoroastrianism

**Prior Learning Assessment Information Session**– 11 a.m. and noon, Casa Loma Room B206. All students are invited. Other sessions have been scheduled for March 30, April 10 and 11, May 4, 11 and 18. Call 956-7381 for information or to register.

**17** COLLEGE CLOSINGS: – **All campus libraries, audio visual centres, computerized learning centres and college archives** will be closed to permit Educational Resources staff to participate in a professional development program.

RELIGIOUS HOLIDAYS AND OBSERVANCES: – **Holi**, Hinduism

– **Hola Mohalla**, Sikhism

**20** SPECIAL EVENTS: – **Nominations open** for student and support staff representatives on the Board of Governors. All students are eligible to run for a one-year term starting in September, 1995. All support staff are eligible to run for a three-year term starting September, 1995. Nomination forms are available from all campus managers' offices. Nominations close on April 3, with elections to be held April 27.

HOLIDAYS AND COLLEGE CLOSINGS: – **Reading Week** ends

RELIGIOUS HOLIDAYS AND OBSERVANCES: – **Ghambar Hamaspathmaendm ends**, Zoroastrianism

– **19 Day fast ends**, Baha'i

**21** MEETINGS: – **Strategic Planning Committee** of the Board of Governors meeting, 500 MacPherson Ave. boardroom, 5:30 p.m.

RELIGIOUS HOLIDAYS AND OBSERVANCES: – **Spring Ohigon**, Buddhism

– **Naw Ruz**, Zoroastrianism

– **Naw Ruz Baha**, Baha'i

– **Eid-e-Navroz**, Islam

– **Spring (Vernal) Equinox**, Wicca

**22** SPECIAL EVENTS: – **Union representatives**,

speakers and displays will be in the Casa Loma cafeteria and student lounge to participate in the **George Brown College's annual Labour Fair** from 9 a.m. to 3 p.m. Live hip-hop performance by the Dope Poet Society at noon. Organized jointly by the School of Labour, the two OPSEU locals and the Student Association.

MEETINGS: – **Academic and Student Affairs Committee** of the Board of Governors meeting, 500 MacPherson Ave. boardroom, 8:15 a.m.

**23** ENTERTAINMENT: – **Camp Zu Pub**, St. James campus, 2-7 p.m. in the student lounge.

SPECIAL EVENT: – Presentation about Camp Oochigees, a residential summer camp for children with cancer, 10 a.m. St. James room 344E. A George Brown walkathon to raise money for the camp is being organized for April 10, 1995. Pledge forms are available from Student Association offices or from Faculty of Business teacher Susan Sheehan in Room 315A. For information call 867-2138.

**24** SEMINARS, WORKSHOPS AND COURSES: – Stress Management Workshop, from 10 to 11 p.m. in the Student Association boardroom at St. James. To register come to the St. James campus Counselling office or call 867-2107.

SPORTS AND RECREATION: – **Men's Indoor Soccer O.C.A.A. Championships** at R.M.C.

– **Women's Indoor Soccer O.C.A.A. Championships** at R.M.C.

– **GBC Tennis Tournament** begins in the Kensington campus gymnasium at 3 p.m. To register or for more information call the athletics department, 944-4627 at Casa Loma or 867-2176 at St. James.

**25** SPECIAL EVENTS: – George Brown College will be hosting **The President's Series Mini Conference #2** for part-time faculty. Contact Linda Purser at 944-4661 to register.

SPORTS AND RECREATION: – **GBC Tennis Tournament** (Day 2) in the Kensington gym at 3 p.m.

RELIGIOUS HOLIDAYS AND OBSERVANCES: – **Annunciation**, Christianity (Greek Orthodox)

**26** RELIGIOUS HOLIDAYS AND OBSERVANCES: – **Birth of Prophet Zarathustra**, Zoroastrianism

**28** MEETINGS: – **Finance and Property Committee** of the Board of Governors meeting, 500 MacPherson Ave. boardroom, 12:30 p.m.

**30** SPECIAL EVENTS: – George Brown College Assailed Women's and Children's Counselor/Advocate program presents speaker **Sandra Butler** on "Feminism and the Politics of Hope" at Casa Loma campus auditorium,

160 Kendal Ave. From 7:30 to 9 p.m., followed by a reception. Space is limited. To reserve a seat, call Beverly at 867-2310 by March 24.

ENTERTAINMENT: – **Camp Zu Pub**, St. James campus, 2-7 p.m. in the student lounge.

**31** SPECIAL EVENTS: – Rub elbows with local entrepreneurs and business leaders at the **Entrepreneurship Breakfast '95** in Siegfried's dining room in the Hospitality building from 7:30 to 9:30 a.m. Cost: \$10 (\$5 for students). To register or for more information call Dawn at 867-2130.

## APRIL

**1** RELIGIOUS HOLIDAYS AND OBSERVANCES: – **First Day**

of **Sacred Year**, Worldwide Church of God

**3** SPORTS AND RECREATION: – Campus-wide championships for **Lunchtime Intramural Ball Hockey** (non-contact) and **Indoor Soccer**. For more information call your Campus Athletics department, 944-4627 at Casa Loma or 867-2176 at St. James.

SPORTS AND RECREATION: – Registration begins for **Lunchtime Intramural 3 on 3 Wall Baseball and Table Tennis** (Casa Loma only). For more information call your Campus Athletics department, 944-4627 at Casa Loma or 867-2176 at St. James.

**4** MEETINGS: – **Board of Governors** meeting at 500 MacPherson in the boardroom, 5:30 p.m.

**5** MEETINGS: – **Student Association** meeting at Casa Loma, 5 p.m. All students are welcome to attend. For more information call 867-2454.

**6** ENTERTAINMENT: – **Camp Zu Pub**, St. James campus, 2-7 p.m. in the student lounge.

**7** RELIGIOUS HOLIDAYS AND OBSERVANCES: – **Annunciation**, Christianity (Byelorussian Autocephalic Orthodox, Russian Orthodox and Ukrainian Catholic)

The **George Brown Committee for Lesbians, Gays and Bisexuals** will be holding meetings throughout the year. For information about the committee and dates, times and locations of meetings call 867-2373.

Blood  
Wedding

by Federico Garcia Lorca

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INNOCENT  
MISTRESS

A Restoration comedy by Mary Pix

Stunning contrast.  
From passionate to playful.  
Come witness the diversity.

George Brown Theatre  
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April 7 - 22  
du Maurier Theatre Centre, Harbourfront Centre  
Tickets 973-4000 -- \$11/\$8

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The City College

